

**AMENDMENTS TO THE CLAIMS**

Please cancel claims 1 – 7, 9 – 10, 12 – 14 and 15 – 18, 21 and 23 and add new claims 29 - 46.

1. (Canceled) An adhesive label produced by a process comprising the steps of: providing a web consisting of an adhesive label substrate having a face material, an adhesive layer and a liner, the web having a web width and a web direction; positioning the web in a label conversion machine wherein the web is continuously pulled through the conversion machine in a preselected web direction; configuring a plurality of triangular shaped labels on the face material in which each label has a first, second and third side wherein the first side of adjacent labels face each other and the second side of adjacent labels face each other such that the third side of each label faces outwardly from the web width; cutting the plurality of triangular shaped labels on the web; printing the plurality of triangular labels; and processing the plurality of triangular labels into individual rolled strips.
2. (Canceled) The adhesive label of claim 1, wherein the configuration of the plurality of triangular shaped labels forms consecutive adjacent rows of triangular shaped labels positioned parallel to the web direction.
3. (Canceled) The adhesive label of claim 1, wherein the face material is selected from a group consisting of paper, polyester, vinyl, polypropylene and foil.
4. (Canceled) The adhesive label of claim 1, wherein the adhesive layer is formed from an adhesive selected from a group consisting of permanent, removable, water-soluble, and cold temperature adhesives.

5. (Canceled) The adhesive label of claim 1, wherein the liner is a silicone-coated sheet of paper adapted to allow the face material and adhesive layer to be easily removed.
6. (Canceled) The adhesive label of claim 1, further including the step of removing a matrix of waste material between the plurality of labels after cutting the plurality of labels on the web.
7. (Canceled) The adhesive of claim 1, wherein printing the plurality of labels includes printing text on the plurality of labels.
8. (Canceled) The adhesive label of claim 7, wherein the text printed on the plurality of labels is related to text used in food safety labeling systems.
9. (Canceled) The adhesive label of claim 8, wherein the text used in food safety labeling systems is selected from a group consisting of text found in day of the week FIFO food safety labeling systems, text relating to shelf-life/product identification food safety labeling systems and text relating to use by/use first food safety labeling systems.
10. (Canceled) The adhesive label of claim 1, wherein printing the plurality of labels includes printing color on the plurality of labels.
11. (Canceled) The adhesive label of claim 10, wherein the color printed on the plurality of labels is related to an industry standard color code system used in food safety labeling systems.
12. (Canceled) The adhesive label of claim 11, wherein the industry standard color code system is selected from a group of colors consisting of blue for Monday, yellow for Tuesday, red for Wednesday, brown for Thursday, green for Friday, orange for Saturday, and black for Sunday.

13. (Canceled) The adhesive label of claim 1, wherein the printing on the plurality of labels further includes the step of positioning text on each of the plurality of triangular labels such that the text on each triangular label is oriented in the same direction.
14. (Canceled) The adhesive label of claim 13, wherein a variable copy position for the text results in text being positioned on alternating first and second sides of adjacent triangular labels.
15. (Canceled) An adhesive label comprising: a triangular shaped adhesive label having a first, second and third side of equal length, the label including a face material, an adhesive layer and a liner; the face material of the label including printing relating to food safety labeling systems; whereby the triangular shaped label is adapted to be used in food safety labeling systems utilized by food services industries.
16. (Canceled) The adhesive label of claim 15, wherein the face material is selected from a group consisting of paper, polyester, vinyl, polypropylene and foil.
17. (Canceled) The adhesive label of claim 15, wherein the adhesive layer is formed from an adhesive selected from a group consisting of permanent, removable, water-soluble, and cold temperature adhesives.
18. (Canceled) The adhesive label of claim 15, wherein the liner is a silicone-coated sheet of paper adapted to allow the face material and adhesive layer to be easily removed.
19. (Canceled) The adhesive label of claim 15, wherein the printing includes text related to text used in food safety labeling systems.
20. (Canceled) The adhesive label of claim 19, wherein the text used in food safety labeling systems is selected from a group consisting of text found in day of the week FIFO food safety labeling

systems, text relating to shelf-life/product identification food safety labeling systems and text relating to use by/use first food safety labeling systems.

21. (Canceled) The adhesive label of claim 15 wherein the printing includes printing color on the label.
22. (Canceled) The adhesive label of claim 21, wherein the color printed on the label is related to an industry standard color code system used in food safety labeling systems.
23. (Canceled) The adhesive label of claim 22, wherein the industry standard color code system is selected from a group of colors consisting of blue for Monday, yellow for Tuesday, red for Wednesday, brown for Thursday, green for Friday, orange for Saturday, and black for Sunday.
24. (Canceled) A conversion process for forming triangular shaped labels comprising the steps of: providing a web consisting of an adhesive label substrate having a face material, an adhesive layer and a liner, the web having a web width and a web direction; positioning the web in a label conversion machine wherein the web is continuously pulled through the conversion machine in a preselected web direction; configuring a plurality of triangular shaped labels on the face material in which each label has a first, second and third side wherein the first side of adjacent labels face each other and the second side of adjacent labels face each other such that the third side of each label faces outwardly from the web width; cutting the plurality of triangular shaped labels on the web; printing the plurality of triangular labels; and processing the plurality of triangular labels into individual rolled strips.
25. (Canceled) The conversion process of claim 24, wherein printing the plurality of labels includes printing text on the plurality of labels.

26. (Canceled) The conversion process of claim 24, wherein printing the plurality of labels includes printing color on the labels.
27. (Canceled) The adhesive label of claim 24, wherein the printing on the plurality of labels further includes the step of positioning text on each of the plurality of triangular labels such that the text on each triangular label is oriented in the same direction.
28. (Canceled) The adhesive label of claim 27, wherein a variable copy position for the text results in text being positioned on alternating first and second sides of adjacent triangular labels.
29. (New) An adhesive label produced by a process comprising the steps of:
  - providing a web consisting of an adhesive label substrate having a face material, an adhesive layer and a liner, the liner being separable from the face material and the adhesive layer wherein the web has a web width and a web direction;
  - positioning the web in a label conversion machine in a preselected web direction;
  - configuring a plurality of triangular label shapes on the face material in which each shape has a first, second and third side wherein the first side of adjacent labels face each other and the second side of adjacent labels face each other such that the third side of each label faces outwardly from the web width;
  - cutting the face material and adhesive layer to form a plurality of triangular shaped labels;
  - printing the triangular shaped labels; and

processing the plurality of triangular shaped labels into individual rolled strips.

30. (New) The adhesive label of claim 29 wherein the configuration of the plurality of triangular shaped labels forms consecutive rows of triangular shaped labels positioned parallel to the web direction.
31. (New) The adhesive label of claim 30 wherein the face material is selected from the group consisting of paper, polyester, vinyl, polypropylene and foil.
32. (New) The adhesive label of claim 29 wherein the adhesive layer is formed from an adhesive selected from the group consisting of permanent, removable, water-soluble, and cold temperature adhesives.
33. (New) The adhesive label of claim 29, further including the step of removing a matrix of waste material between the plurality of labels after cutting the facing material and adhesive layer.
34. (New) The adhesive label of claim 29, wherein printing includes printing text on the labels.
35. (New) The adhesive label of claim 34 wherein the text is selected from the group consisting of text found in the day of the week first-in/first-out food-safety labeling systems, text relating to shelf-life/product identification food safety labeling systems and text relating to use by/use first food safety labeling systems.
36. (New) The adhesive label of claim 29 wherein printing the labels includes printing color on the labels.
37. (New) The adhesive label of claim 36 wherein the color printed on the label is selected from a group of colors consisting of blue for Monday, yellow for Tuesday, red for Wednesday, brown for

Thursday, green for Friday, orange for Saturday, and black for Sunday.

38. (New) The adhesive label of claim 37 wherein the printing on the labels further includes the step of positioning text on each label such that the text on each label is oriented in the same direction.
39. (New) The adhesive label of claim 38 wherein text is positioned on alternating first and second sides of adjacent triangular labels.
40. (New) A triangular-shaped adhesive label comprising:

a face material and an adhesive layer wherein the label has three sides of equal length and said adhesive layer entirely covers one side of the face material;

the face material including first selected from a group consisting of text found in day of the week first in/first out food safety labeling systems, text relating to shelf-life/product identification food safety labeling systems and text relating to use by/use first food safety labeling systems.

41. (New) The adhesive label of claim 40 wherein the label is removably attached to a liner.
42. (New) The adhesive label of claim 40 wherein the face material is selected from the group consisting of paper, polyester, vinyl, polypropylene and foil.
43. (New) The adhesive label of claim 40 wherein the adhesive layer is formed from an adhesive selected from the group consisting of permanent, removable, water soluble and cold temperature adhesives.
44. (New) The adhesive labels of claim 41 wherein the liner is a silicone-coated sheet of paper.

45. (New) The adhesive label of claim 40 wherein the printing includes printing color on the label.
46. (New) The adhesive label of claim 45 wherein the color printed on the label is selected from a group of colors consisting of blue for Monday, yellow for Tuesday, red for Wednesday, brown for Thursday, green for Friday, orange for Saturday and black for Sunday.